

POLITICAL STRATEGY OF MARKETING MIX OF PUBLIC DECISION TO CHOOSE PROSPECTIVE CANDIDATES MAYOR BANDAR LAMPUNG

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Abstract

The purpose of this study is to scrutinize the effect of the political marketing mix on the voters' decision. The concept of political marketing mix ie product, promotion, price and place were employed in this study. The method using mixed methods research is a research method by combining two research methods at the same time, qualitative and quantitative in a research activity, so that more of comprehensive, valid, reliable, and objective of data will be Obtained. Target respondents were Lampung city community who Voted for the 2020 Mayor election at Bandarlampung. With a sample of 400 responsiveness.

Keywords: Political Marketing, Marketing Mix, the voters' decision.

1. INTRODUCTION

Political Marketing relatively newly developing, but in political marketing activities have been carried out long before intellectuals studied. In the United States (US), for example, political marketing was initially implemented in 1926 when the political message conveyed through posters, pamphlets, newspapers, and magazines. Rothscild ad states have been used in the US since the election of President Abraham Lincoln (Regarding Indonesia, 2009). Thus we can say that the politicians have put on political marketing to grab votes. Barrack Obama's victory in the US presidential elections in 2008, for example, not just expertise in the political negotiations alone, but because he managed to run optimally political marketing. Moreover, the victory of Susilo Bambang Yudhoyono - Boediono in a quick count of the various independent research teams, regardless of the various controversies that accompany it, even the victory of its marketing team.

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Firmansyah (2008) states that political marketing with marketing in the business world have differences, even though marketing mix remains in force in the politics of political marketing, where there are shades of political marketing that must be considered because different political goals with business objectives. It is further mentioned that the political marketing is a process and should be pursued through two main issues and voters segmentation marketing programs. Marketing program is a transmitter of a political product called 4P (product, price, promotion and place); Voters segmentation is how to determine the voters at some level political product categories so that packaging can be done according the category. Center for implementation of political marketing mix (mix) is located on the needs of the voters. Voter needs that are the focus of attention in a long-term relationship coaching candidates to voters. In order to know those needs, the candidates need to do research to recognize the characteristics of constituents in the context of the political consumer. The purpose of this study was to analyze the influence of political marketing mix of the Community decision Bandar Lampung to vote on election Bandarlampung mayor in 2020 and to find out whereamong the most dominant mix.

2. LITERATURE REVIEW

Concept of Political Marketing Mix

Implementation of political marketing mix in the stage of politics into something that can not be abandoned. Political parties should be able to recognize the constituency, sympathizers and continuously observe what is done by its competitors. By using the concept of political marketing mix, political parties and candidates will be able to formulate the desired target market and focus in target shooting. In addition, the concept of political marketing mix will support the creation of political communication strategies between political parties or candidates to the character of the target community sasaran, Marketing mix in politics has a different feel to those applied in the business world in everyday life (Firmanzah, 2012)

Product: According to Stephen (1995) state political parties to sell their products are not real or intangible product, is related to the value system, in which the inherent promise and hope for the future, there is a vision that is both attractive, satisfaction promised not immediately be reached, but the results can be enjoyed in the long term. The importance of policies that must be prepared by the candidate

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does have a positive effect. Hoogwoud and Gunn in Solichin (2010). Issue guidance in policy-making, but the other issue not only contain issues and threats, but also opportunities for specific positive actions and tendencies perceived as a significant potential value.

promotion: According to Butler & Collins in Sugiono (2013), said that there is rarely a political party or candidate just stuck in the days before the campaign only. Promotion will be effective if implemented consistently. Some of the things that must be considered in the promotion is the selection of print and electronic media. Baik this modern era of enormous influence. Because the role of the media touches nearly all levels of society. Thus, when an information spread by the media, it is possible that information is received by many orang. Media as constituting meaning where interpretation of the mass media events can radically change the interpretation of the reality and activity patterns.

Wring further mentioned that in addition to advertising, broadcast and direct mail, taking advantage of good public relations with the related parties can also provide added value to the candidate. Public relations can be a relationship candidates, political parties and the media campaign team, a floating mass, and supporters. Other forms of relationships is a good relationship with the local community through social events, and develop targeted projects, efficient and build a good and smooth communication with mass media. Harris (2001) adds that candidates may also make management reporting to expose to the party or candidate can continue.

Price: Niffeneger in Sugiono (2013) that there are three core components in addition to other components in the price. Starting from the price of economic, psychological, and economic nasional. Harga cover all expenses incurred during psychological kampanye. Harga refers to the psychological perception of price, ie whether voters feel comfortable with ethnic background, religion, ethnicity, education, employment and others from a national kandidat. Harga with regard to whether voters feel the candidate can make a positive image of the nation into a national pride or not,

Place: Niffeneger in Sugiono (2013) explains that the placement is closely related to how to present or distribution of a political institution and its ability to communicate with voters or potential voters. The ability to communicate with voters should be able to reach all levels. That is not just a handful or a few groups, but thorough. The goal, so what is desired by the political elite can be achieved by coordinating voter, Generally describes the factors place consists of 3, the local

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network, canvassing and tour leader.

- a. local network a local actions that have or are carried out by the candidate, the team successful candidates and party cadres who carry the name of the candidate with the aim to establish a good relationship between the candidates by the voters, thus forming a positive image of the candidate's own.
- b. canvassing an attempt to mass gathering and compiling it in the pockets of existing voice based on criteria established party or candidate.
- c. Leader tour include the involvement of party cadres candidates, and the campaign team in the activities of the community. It can be a good candidate silaturahmi visits or social organization or religious organization.

Typology voters in Election

Firmansyah (2008), describes in general elections the presidential elections, the legislative and the head of the region, political party or candidate will face 4 types of voters, yaitu:

1. Rational voter, Voters favor ability of this type of political party or candidate in its program of work
2. voters Critical, Voters of this type is a blend of high orientation on the ability of political parties and candidates to solve the nation's problems or height of their orientation will be things that ideological
3. Traditional voters, These types can be mobilized voters during the campaign period. High loyalty is one of the most visible characteristic of this type of voter.
4. voters Skeptical, Voters who do not have the orientation of the ideology of a political party or a candidate, and also do not make policy as something important. The desire to engage in a political party in the respective voters is lacking, because the ideological attachment is low and tend not concerned with the political party or candidate platforms. Voters this type are often referred to as the white group (abstention) in every election.

Community Decree

In natural world of politics, society decision choosing can be called a purchasing decision. A decision can be made only if there are several alternatives selected. Consumer purchase decision is to buy the most preferred brand of various alternatives, but two factors could be between purchase intent and purchase decision (Kotler dan Armstrong 2008). According to Kotler (2002), the purchasing decision is the act of consumers to want to buy or not to the product. Of the various factors that influence consumers in the purchase of a product or service, the consumer usually always consider quality, price and the product is already known

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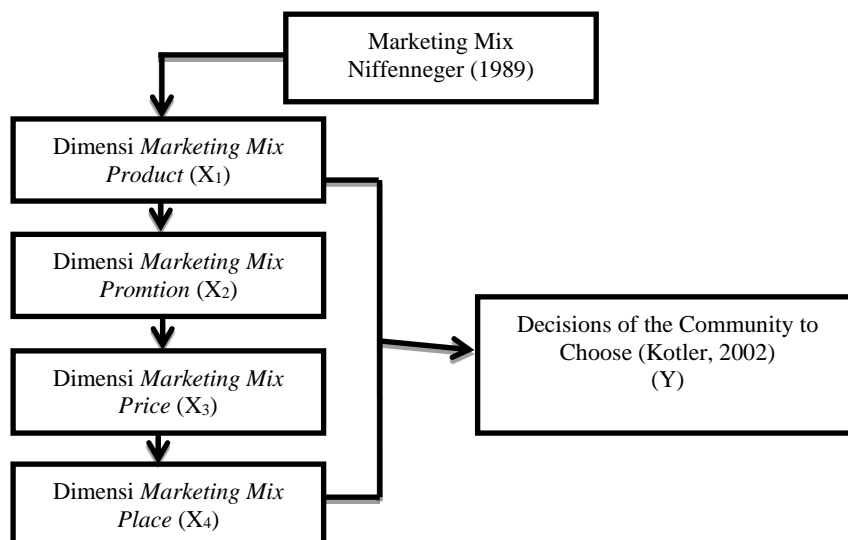
by the public. Consumer Role in Purchase Decision by Swastha and Handoko (2011) that five individual role in a purchase decision, namely:

1. Taking initiatives (initiator)
2. People who influence (influencers).
3. The decision-maker (decider).
4. The buyer (buyer).
5. User (user).

The conception of local elections

According to Suharizal (2012), expressed in terms of substance, the election is expected to conduct the selection process leader who rated the best people to make changes. The elections were a single stage of a new achievement in the development of democracy in Indonesia. Melalui direct elections at least procedurally, political sovereignty really is in the hands rakyat. Melalui direct election, the people determine their own leaders without the involvement of local executives and intervention DPRD. Berdasarkan Law Number 32 Year 2004 on Regional Government, daerahdipilih head directly by the people

Framework. The study of political marketing mixkandidat Bandar Lampung Mayor election is intended to provide an overview of how the ways undertaken by a candidate to win the election, so it served as Mayor of Bandar Lampung 2020. It also analyzes in depth about some of the factors that determine a candidates so elected mayor of the city of Bandar Lampung. Each candidate in political marketing mixakan use various ways to improve elektabilitasnya in elections (Details can be seen in Figure 1).



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Hypothesis

- H1: Political marketing mix affect the community's decision to select and improve elektabilitas (desirability) prospective Mayor of Bandar Lampung in 2020.
- H2: Political Marketing Mix are not affect the decision of the people choose and increase elektabilitas (desirability) prospective Mayor of Bandar Lampung.

3. RESEARCH METHOD

This type of research to be done can be seen from the formulation of the problem that had been predetermined. Based on this view, the study authors chose mixed research methods, which is a measure of research by combining two forms of approaches in research, namely qualitative and quantitative. Research mixture is a research approach that combines qualitative research with quantitative research (Creswell, 2010). While according Sugiyono (2011) mixed methods is a research method that combines two methods of research at a time, in a qualitative and quantitative research activities, so that would be obtained data more comprehensive, valid, reliable, and objective. Research on mixed methods divided into three sequential designs, sequential exploratory designs, and concurrent triangulation designs. First, sequential exploratory designs, quantitative and qualitative data collection implemented in two phases, with the main emphasis on quantitative methods. Second, sequential exploratory designs that qualitative data collection and analysis is done first, then the quantitative data were collected and analyzed. Third, sequential type exploratory more emphasis on qualitative. The third is a concurrent triangulation designs (also called design integrative or convergent) in which the researchers simultaneously collect quantitative and qualitative data, combining the analysis method of qualitative and quantitative data analysis,

This research will be held on December 1, 2019 - 31 December 2019. The location was taken in this study determined intentionally (purposive), conducted in 20 districts and 126 village in Bandar Lampung, Lampung Province, which hold local elections in 2020. Informants who investigators deem relevant and appropriate to the purpose of this study, is that the voters are able to exercise their voting right, people who are older than 17 years or less than 17 years old but already married, is marked with information Identity Card, Sampling method to select the eye is the

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probability of the sample design (probability sampling design) with random sampling techniques (simple random sampling). By determining the magnitude of the number of respondents who are willing to selected samples by using using the formula Slovin (in Bungin, 2013), Based on the total population of select eye on elections in Bandar Lampung in 2020 as many as 634 872 eye consists of 319 100 voters select male and 315 772 female voters, so that a sample of 400 people using the formula Slovin and levels specified sampling error of 5%.

The primary data is a major source of research that can be obtained from observations and interviews. Observations aims to observe the subject and object of research, so that researchers can understand the actual condition. Non-participatory observation, the researchers were outside the system are observed. Researchers presenting himself in a situation and a certain period to find the facts relating to the object of research. In this process, the researchers also conducted an analysis terhadapf deed-facts discovered in the search for agreement between theory with facts on the ground. Wawancara itself is done to the people who have the right to vote of the samples have been determined, as well as several parties recommended. Then all the data diperoleh dari interview results are collected, summarized and analyzed which then becomes a description of the results of the research. Secondary data shall include documentation and audio-visual material, including documents is a record of events that had passed. Documents can be in the form of text, images, or someone monumental works (Sugiyono, 2007). This secondary data includes all the information obtained from various sources related to the problems examined in this case related to the winning strategy carried out by the winning team in the city of Bandar Lampung tahun Election 2020.

Methods of data analysis in this study used two methods for qualitative research used data triangulation technique. Data analysis techniques used in qualitative research by using data triangulation technique. According Bungin (2013), using the strategy. Checking degree of confidence in discovery research some data collection techniques, checking of multiple data sources with the same method. Triagulasi data to perform checks on the use of data collection methods. whether the information obtained by the interview method similar to the method of observation, and vice versa. While quantitative research is mendeskripsikan effectiveness of promotional strategies that have been made to use multiple regression analysis techniques, Test F (synchronously), and T test (partial) reflect statistical test used to determine simultaneously and partial influence of independent variable to variable dependen on the level 95% ($\alpha = 0.05$). The data obtained in this study by

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using statistical data using SPSS 20.0.

4. FINDINGS AND DISCUSSION

| variables | sub Variables | Indicator | Measure ment scale |
|----------------|-------------------------|---|--------------------------|
| X1 - Product | <i>Image party</i> | Vision and mission of the party that proposed the candidate | Likert scale |
| | | The ideology of the party which proposed candidates | |
| | | <i>track Record</i> the party that proposed the candidate | |
| | <i>Image Candidate</i> | ideology candidate | |
| | | The involvement of candidates with cases of corruption | |
| | | intelligence candidate | |
| | | The physical appearance of candidates | |
| | | Healthy candidate | |
| | | honesty candidate | |
| | | Employment background | |
| | | Vision candidate missions | |
| | Political Appointments | Fight poverty | |
| | | Fighting corruption | |
| | | Economic growth | |
| X2 - promotion | Advertisement | Notably print and electronic ads | Likert scale |
| | | <i>Toolkit</i> spread the campaign team | |
| | | Campaign candidates to campus | |
| | Broadcasting | The participation of the candidates in the debate | |
| | <i>public Relations</i> | Community relations and media | |
| | | Hold social events | |
| X3 - Price | Economic price | SMS sent by the candidate or the candidate's campaign team | Likert scale |
| | | The cost of the campaign | |
| | | The number of campaign attributes | |
| | Psychological prices | The practice of money politics | |
| | | Comfort with educational background | |
| | | Comfort with a religious background | |
| | | Comfort with ethnicity / ethnic | |

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| | | | |
|------------------------|---|---|--------------|
| | <i>Image Regional</i> | Candidates sons of the soil | |
| | | candidates entrants | |
| | | Confidence brings more developed regions | |
| X4 - Place | <i>local Network</i> | The presence of the candidate in the area | Likert scale |
| | | Contributions candidate for Bandar Lampung | |
| | <i>canvassing</i> | Dialogue with the public | |
| | | The spread of successful teams and sympathizers | |
| | <i>Leader tour</i> | Visits candidates to all religions and social organizations | |
| Y - Community decision | Masyarakat decided to choose candidates based on consideration of product, promtion, Price danPlace | | Likert scale |

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